
GENERAL INSTRUCTIONS TO REPRESENTATIVES

STICK TO THE FACTS

**Knowledge is power — and never more
powerful than when selling
a system like the Ludlow.**

No Ludlow man has to lie or even color the facts. He doesn't have to pussy-foot around and dodge this point or refrain from mentioning that one. The Ludlow System is the only system for composing rooms, outside of foundry type, about which the salesman can tell the whole truth with any assurance of getting the order.

The sorts caster man has to keep away from the amount of type stored in cans, investment in metal, repair cost on machines, etc.

The keyboard man has to be careful not to talk about making corrections, limited range of typefaces, distorted faces, length of time required to make mold or machine changes, difficulty in finding operators, mechanical supervision required, etc., etc.

The Ludlow position is so strong that, leaving the moral issue out, we are better off to discuss frankly every point about the Ludlow system. There are only two places where the competition make any kind of attack. One is speed, and the other is gray faces. They are to be discussed frankly, and the truth — all the truth — told about them.

The facts are that the Ludlow is fast, and not slow, and that the printer can get perfect work from slugs if he will do his part.

Some men may feel that if any kind of admission is made it weakens our case. We disagree with that view entirely. If we decline to talk about these points, we may be sure that our competitors will have no such hesitancy, and if your prospect is told that the Ludlow is slow and that the faces will not print, and the Ludlow man carefully refrains from touching on these points, the prospect will naturally and inevitably conclude that we have no reply to make; whereas, if he knows the exact truth he will see that there is nothing in these objections.

Reasons for sticking to the truth are two-fold. First, no man is a good Ludlow man who does otherwise. Second, both you and our company might be seriously embarrassed and both your interest and that of our company damaged if any other course were to be followed. It must be assumed that the truth will become known, and you know how weak is the position both of a man and his company when any of his statements are found to be untrue.

This company's policy is to tell the whole truth to its customers.

**"If the truth won't sell it,
don't sell it." — DUNN**

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"Standards of Ethics" from the by-laws of the National Printing Equipment Association, of which the Ludlow Typograph Company is a member, is quoted below:

"Each member of this Association pledges his co-operation to his fellow members and to the industries which they jointly serve in the maintenance of a standard of ethical business practice which has, as its foundation, not alone the principles of honesty and fair dealing, but the advancement of the general welfare of the Printing Industry.

"In the furtherance of this standard of ethical practice each member pledges himself, by the acceptance of continuance of membership, to compete with fairness and honesty; to seek patronage on merit and service; to maintain a strict adherence to truth in advertising or descriptive literature, oral or other presentation to the end that the buyer may be fully apprised of the quality, performance and condition of the product which he is buying; to avoid the incidence of harmful rumors regarding a competitor or his products; to refrain from bribery or lavish entertainment of a customer or his employees; and to refrain from any act which will tend to interfere with a competitor's contract or performance thereunder;

"In short: Each member shall be actuated by a spirit of justice, honor and fairness in all of his relations with his competitors, members of allied industries and his customers and will endeavor to discourage unfair trade practices even though they may be to his advantage."

LUDLOW STANDARDS

It is strictly against Company Policy to:

1. Make false or misleading guarantees or claims concerning this Company's products.
2. Lavishly entertain customers or prospective customers, their employees or others acting for them.
3. Grant or agree to grant any secret or unearned allowance, rebate, refund, commission, or discount, whether in the form of money, by cancellation of notes or interest or accounts without payment, or otherwise, or extending to certain purchasers special service, privileges, or concessions not extended to all purchasers of same class.
4. Permit purchasers to retain without charge machines and/or equipment or any part thereof for which an allowance has been made.

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5. Secure in any unfair manner customer's or prospective customer's signature to a contract through representation that it is merely an order on approval or otherwise.
6. Make any malicious statements in defamation of a competitor's products, personnel, credit, or financial responsibility.
7. Absorb freight or other transportation or other charges properly payable by the purchaser.
8. Allow preferential discounts.
9. Accept promissory notes in payment for equipment at any interest rate other than 6% per annum.
10. Directly or indirectly tamper with a competitor's products in order to discredit them with a customer.
11. Make threats to the trade and others of suits for patent infringement arising from the sale of alleged infringing products of competitors, such threats not being made in good faith but for the purpose of intimidating the trade and hampering competition.
12. Maliciously induce or attempt to induce the breach of an existing contract between competitors and their customers, or to interfere with or obstruct the performance of any such contract or contractual duty or service with the purpose and effect of hampering, injuring, or embarrassing competitors in their business.

OF SPECIAL IMPORTANCE

Under no circumstances must Ludlow salesmen interfere with existing contracts, or suggest any changes in existing contracts, that have been closed with other manufacturers, or make statements detrimental to the credit standing or general reputation of other companies.

However, in every case our representatives can always tell the facts and explain the advantages that our equipment offer any prospective user.

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**STICK CLOSELY TO FACTS WHEN MENTIONING LUDLOW
INSTALLATIONS TO YOUR PROSPECTS**

In making any statements about the installation or use of Ludlow equipment by plants formerly using competing equipment, it is extremely important that you adhere rigidly to what you know to be the fact. If you know only that Ludlow equipment is being used, you cannot afford to make any statement, whatsoever, beyond that fact. For instance, unless you know that competing equipment has been discarded in favor of Ludlow equipment, of course, you can neither state nor imply that such equipment has been discarded.

While the installation of Ludlow equipment does often mean the discarding of competing equipment, this does not always follow. For example, in a composing room formerly on a sort-caster basis, any one of the following conditions may be obtained after the installation of the Ludlow:

- (a) Ludlow equipment may be handling only the larger typeface sizes, italics, etc.
- (b) The sort-caster equipment may still be used for producing certain typefaces not available on the Ludlow.
- (c) The caster equipment may still be used in connection with the keyboard for producing certain tabular matter or other special work, or for producing strip material.

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If the instructions outlined below are carefully followed, it will greatly facilitate entering, filling and invoicing customers' orders, which will naturally result in better service to the customer.

General Instructions:

As the customer's order constitutes part of our permanent record, it should be prepared in a neat manner and be written on the typewriter or in ink where possible.

All cash orders should be signed by the customer. Time orders must be accompanied by a time contract made out in duplicate and signed by the customer.

Occasionally small cash orders from reliable users may be 'phoned to our representatives. Such orders should indicate that the order was placed by 'phone, and the name of the individual 'phoning the order should appear on the order.

The customer should be asked to specify the routing on every order. If shipment via motor truck is specified, insist on the name of the truck line to be used. All truck lines are not reliable, and because of the value of our equipment the truck line should be specified by the customer, to relieve us of responsibility for his equipment if anything goes wrong.

Parts and Miscellaneous Matrix Orders:

Orders for machine parts and miscellaneous matrices from users should be written up on Form #A-27 (Order for Machine Parts and Matrices).

To assist in filling orders promptly and correctly, care should be exercised to see that the parts ordered are suitable for the particular machine for which they are intended.

In listing items, do not intermingle parts with matrices, and when convenient the list of parts should be in numerical sequence according to symbol numbers.

Use a separate line for each item, and in addition to the symbol number list the name of the part or matrices required.

List the unit price and extend the total.

In ordering parts the machine number should be shown in the provided space, for checking purposes. When convenient, separate forms should be used for each machine, but orders for Elrod machine and Ludlow machine parts should always be written up on separate forms.

Machine Orders:

On machine orders and large orders a list of the equipment, machine, fonts, matrices, etc., should be made on standard forms provided.

Care should be taken in listing the proper corporate name of new users.

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The street address should always include "Street", "Avenue", "Boulevard", etc. For example, don't merely mark the street address as "514 State". It should be "514 State Ave.", "State Street", "State Blvd.", etc., as the case may be.

Fill in opposite "Ship by" the date on which the customer expects us to forward the equipment.

Be certain the electrical specifications furnished are correct. This can be rechecked by noting electrical specifications on name plates on other electrical equipment in the plant. If there is the least doubt about the electrical specifications, consult the local power company. This is particularly true if the customer specifies 110 volts. The wattage of the Ludlow and Elrod equipment generally makes the use of the 220 volt power line more economical.

The gas specifications for a Ludlow or Elrod machine should be obtained from the local gas company.

The user classification should be filled in on every machine order. While this information is generally available to us in blue books, Ayer's manual, etc., we cannot feel sure that our statistical records are correct unless our representatives who are on the ground cooperate in filling in this part of the specifications for us.

In making up Ludlow machine specifications, the following should be carefully taken into consideration:

Include sufficient cabinets so drawers will be available for the fonts ordered. (The Lining Gothic, Victoria Italic and Engravers Bold fonts are cap fonts and are stored two fonts to the drawer.)

Unless Universal matrix cabinets are ordered, 1 1/4" drawers must be ordered for all 1 1/4" fonts.

When Universal matrix cabinets are ordered, include the required space trays, italic filler blocks, etc.

Spaces and quads should be ordered to fill the space cases of the cabinets ordered. At least one set of 3/8" roman spaces and quad blocks should be ordered for each angle-top cabinet.

The italic spaces and quad blocks should be ordered in proportion to the italic fonts included in the order.

High spaces and quads, both roman and italic, should be included in the specifications if single-slug sticks longer than 22 1/2 em are included.

Division quads should be included to accommodate all the multiple-slug sticks ordered. It is well to add one additional roman and italic division quad to the minimum requirement.

Matrix sticks should be in proportion to the number of compositors who will use the equipment.

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A Ludlow Supersurfacecoter should be included in all orders from trade plants, and on all orders from users who will print the larger sizes in the bolder typefaces on coated stock. While some newspapers, particularly those printing rotogravure sections, have installed Supersurfacecoters, it is felt that this machine is not essential in the average newspaper plant.

Either the Lee Pot Well Scraper or Plunger and Well Cleaning Outfit is to be included in each machine order from a new user. If our representatives fail to include one of these, it will be necessary for us to add the plunger and well cleaning outfit to the specifications, and advise the customer that it was omitted from the specifications in error.

It is desirable to include with each order from a new user one extra slotted mouthpiece and one extra bottom trim knife.

A blank slug block should be included with each machine purchased.

A precision stick lock is desirable in plants where considerable recasting, particularly from ruleform matrices, can be expected.

The specifications from a new customer should always so indicate if the customer has not already been supplied with a specimen book of Ludlow typefaces.

TELEGRAMS

Under ordinary circumstances, our representatives should ask the customer to pay the telegram charges on orders wired in to us. Orders should not be sent in by telegram collect unless absolutely necessary. When sending telegrams for parts, equipment, etc., code words should be used wherever possible to reduce the cost of the message.

Recent changes in the code message rules of the telegraph and cable companies now permit the use of code words in the United States and Canada, provided the code words are of not more than five letters. Each five-letter word is counted as one word in the message. Code words can now be used in the United States and Canada in night letters, day messages and other forms of deferred messages, as well as straight messages, provided the code words are dictionary words. As all of the code words used in the Confidential Manual and our various parts books are five-letter dictionary words, the new rules on coded telegrams will not interfere with our present code.

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Five-letter code words may be used in cables from other countries in "code messages". In such messages every five letters count as one word. If explanatory words, etc., other than the code words in such a cable are words having more than five letters, such words are counted as two words, but the rate on coded messages is only 60% of the rate of the straight message. These code messages receive the same treatment and should be delivered as quickly as straight messages. Code words cannot be used in deferred rate cables.

When sending in coded messages ordering Ludlow or Elrod machines, be sure to include code words in the message which will give complete information as to the mold length, voltage, crucible, etc. For example, a telegram reading: "Ship to.....ABHOR ABOMA ACCRA ACHIN" de-coded would read:

"Ship to

ABHOR — 1 Standard Ludlow Typograph equipped with motor, electric-heated crucible, self-contained water system, extra-pressure parts, slotted mouthpiece combination 12 pt. 22½-in double water cooled mold.

ABOMA — 220 Volt Direct Current

ACCRA — Electric crucible not to be included but gas crucible substituted.

ACHIN — Extra-pressure parts not to be included"

In this way by using four code words, a complete description of the Ludlow machine can be given.